

# CAROLYN GREENOUGH

Webflow Developer • WordPress Developer • Accessibility Advocate

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## SUMMARY

Webflow and WordPress developer with 10+ years of experience building fast, accessible, user-first websites. Skilled in Webflow CMS architecture and interactions, custom WordPress theme development (ACF, Gutenberg, Elementor), and close collaboration with designers and stakeholders to bring ideas to life. Strong foundation in UX/UI design, with a track record of delivering WCAG 2.1-compliant, high-performing sites for nonprofits, healthcare organizations, and growing businesses.

## SKILLS

**Webflow:** CMS architecture, Interactions, Finsweet, dynamic layouts, content migrations

**WordPress:** Theme customization, child themes, ACF / custom fields, Gutenberg, Elementor, migrations

**Front-End:** HTML, CSS, JavaScript, jQuery, responsive design

**Design & UX:** Figma, Adobe XD, Adobe Creative Cloud, WCAG 2.1 accessibility, UX/UI design

**Other:** SEO & performance optimization, Google Analytics / Tag Manager, client collaboration

## EXPERIENCE

### Freelance Webflow & WordPress Developer • Self-Employed

*Dec 2024 – Present • Seattle, WA*

- Designed and built 20+ custom Webflow and WordPress sites for startups, nonprofits, and higher-ed clients.
- Developed custom WordPress themes and child themes, plus ACF-powered custom fields and post types for flexible, editor-friendly content structures.
- Built CMS-powered sliders, filters, and dynamic layouts using Finsweet and Swiper.js; delivered pages via Gutenberg and Elementor from design specs.
- Migrated client sites between WordPress and Webflow, improving speed, SEO, and long-term maintainability.
- Delivered accessible sites using semantic HTML, keyboard navigation, and color-contrast testing (WCAG 2.1).

### Webflow & WordPress Developer • Firework (contract)

*May 2024 – Dec 2024 • Seattle, WA*

- Increased website health by 40% by resolving SEO and technical issues, improving UX and performance.
- Delivered Webflow and WordPress pages from design specs with pixel-perfect accuracy and clean, scalable code.
- Migrated content from legacy platforms to Webflow and WordPress, improving speed, SEO, and maintainability.

### Senior UX Designer • Cubic Transportation Services (contract)

*Sep 2022 – Nov 2023 • Seattle, WA*

- Redesigned back-office software interfaces to meet WCAG 2.1 standards, improving usability, accessibility, and user satisfaction.
- Streamlined workflows and improved efficiency by presenting solutions aligned with accessibility goals.
- Partnered with product teams to apply user-centered design specs, enhancing overall product quality and UX.

### UX & UI Designer • Shippo (contract)

*Nov 2021 – Jul 2022 • Seattle, WA*

- Built a comprehensive component library in Figma with the design team, improving app design consistency and usability.
- Ensured accurate implementation of design specs and guidelines by working closely with engineers.
- Designed and developed landing pages and email templates in HubSpot from design mocks.

### UX Designer & Web Developer • National Alzheimer's Coordinating Center

*Jan 2018 – Oct 2021 • Seattle, WA*

- Led the redesign and rebuild of the NIA-funded Alzheimer's research documentation hub (Gatsby.js, AWS, BitBucket), enhancing accessibility for researchers.
- Built a comprehensive component library, improving navigation, organization, and overall user experience.
- Conducted audits, improved workflows, and trained the team on CMS usage.

## EDUCATION

Webflow Expert Certification (in progress)

UX & Visual Interface Design Certificate — University of Washington PCE, 2020

A.A.A.S. — Shoreline Community College